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Introduction:

Hello, my name is _____ and I'm calling on behalf of BW Research, we're conducting a survey concerning issues in your community and we would like to get your opinions. This should just take a few minutes of your time.

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. (Or youngest female depending on statistics of previous completed interviews)

(IF THERE IS NO MALE/FEMALE AT LEAST 18 AVAILABLE, THEN ASK:)

Ok, then I'd like to speak to the youngest adult female currently at home that is at least 18 years of age.

(IF THERE IS NO MALE/FEMALE AT LEAST 18 AVAILABLE, ASK FOR
CALLBACK TIME)

(If needed): This is a study about issues of importance in your community – it is a survey only and we are not selling anything.

(If needed): This survey should take approximately 15 minutes of your time.

(If the individual indicates they are an appointed official or council member: Thank them for their time and politely explain that the focus of the survey is on the public's perception of community issues, and terminate the interview.)

(If the individual mentions the national do not call list, respond according to American Marketing Association guidelines): "Most types of opinion and marketing research studies are exempt under the law that congress recently passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!")

[Please note that questions with a (T) are tracking from the 2003 RTP survey]
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Screeners Questions

A. What is the zip code of your residence?

DETERMINE COUNTY OF RESIDENCE TO MEET QUOTA

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SECTION 1 – Big Picture Priorities

1. To begin, I'd like to ask about a number of issues facing residents of the Bay Area. For each issue, please tell me if it is extremely important, very important, somewhat important or not at all important to you personally.

[IF NEEDED REMIND RESPONDENT OF IMPORTANCE SCALE]

RANDOMIZE						[Don't Read]
		<u>Extremely Important</u>	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not at all Important</u>	<u>No Opinion</u>
A.	Maintaining the public transit systems (T).....1	2	3	4	5	
B.	Maintaining bridges and highways in the Bay Area1	2	3	4	5	
C.	Maintaining local streets and roads (T)..1	2	3	4	5	
D.	Preserving open space and natural habitats (T).....1	2	3	4	5	
E.	Protecting San Francisco Bay (T).....1	2	3	4	5	
F.	Protecting air quality (T).....1	2	3	4	5	
G.	Providing adequate housing (T)1	2	3	4	5	
H.	Limiting greenhouse gas emissions that contribute to global warming.....1	2	3	4	5	

2. Next, I'd like to ask about different transportation priorities for the Bay Area. For each of the following goals for the region, please tell me if it is extremely important, very important, somewhat important or not at all important to the transportation future of the Bay Area.

[IF NEEDED REMIND RESPONDENT OF IMPORTANCE SCALE]

RANDOMIZE						[Don't Read]
		<u>Extremely Important</u>	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not at all Important</u>	<u>No Opinion</u>
A.	Reduce the amount of driving.....1	2	3	4	5	
B.	Reduce greenhouse gas emissions1	2	3	4	5	
C.	Reduce dirty exhaust from cars and trucks.....1	2	3	4	5	
D.	Reduce the amount of congestion on our highways1	2	3	4	5	
E.	Reduce the housing costs for working families1	2	3	4	5	
F.	Reduce transportation costs for working families1	2	3	4	5	

SECTION 3 – Environment & Global Warming

Next, I would like to ask you about the environment in general.

3. Do you think the condition of the environment will be better, worse, or about the same 20 years from today?

- 1 Better
- 2 Worse
- 3 About the same
- 4 (Don't Read) DK/NA

Now, I want to ask you about global warming. Just so we agree on these terms, global warming is a term used to describe changes in the environment caused by the buildup of greenhouse gases released into the air. In the Bay Area, roughly fifty percent of greenhouse gases come from transportation sources, mostly cars and trucks.

4. How important is global warming when considering how we plan for transportation and land use in the Bay Area.

- 1 **Extremely important**, should be one of the highest priorities
- 2 **Somewhat important**, an important consideration but not the highest priority
- 3 **Not Important**, does not need to be considered in future planning
- 4 (Don't Read) DK/NA

SECTION 4 – Willingness to Pay to Combat Global Warming

5. Would you be willing to pay _____ more for a gallon of gasoline if it would be used to limit or reduce global warming?

5a = 25 cents

5b = fifty cents

5c = One dollar

[START WITH THE SMALLEST AMOUNT AND KEEP GOING HIGHER UNTIL THE RESPONDENT SAYS NO AND SKIP TO Q6 MARK NO FOR ALL HIGHER AMOUNTS]

- 1 Yes
- 2 Possibly
- 3 No
- 4 (Don't Read) DK/NA

6. Next I'd like to ask you about specific programs to limit or reduce greenhouse gas emissions that could be funded by an increase in the cost of the price of gasoline.

Here's the (first/next) one: _____. (READ ITEM AND ASK:) Would you support an increase in the cost of gasoline if you knew it would fund this program, yes, possibly, or no?

RANDOMIZE

	<u>Yes</u>	<u>Possibly</u>	<u>No</u>	<u>(DON'T READ) DK/NA</u>
A. Providing reduced fares on public transit for all customers-----	1	2	3	4
B. Providing more bus, rail, and ferry service-----	1	2	3	4
C. Building more sidewalks and bicycle lanes -----	1	2	3	4
D. Replacing older inefficient vehicles with new cleaner cars and trucks -----	1	2	3	4
E. Increasing enforcement of speed limits -	1	2	3	4
F. Providing incentives for people to carpool -----	1	2	3	4
G. Supporting communities that provide more housing near work and shopping locations -----	1	2	3	4
H. Providing incentives to freight operators to use rail and barges instead of large trucks to move goods-----	1	2	3	4
I. Conducting research into alternative fuels and cleaner engines -----	1	2	3	4

SECTION 5 – Prioritizing Transportation Investments

Next I would like to get your opinion on what should be some of the regional planning priorities for the Bay Area.

7. Which of the following strategies should be a higher priority?

[ROTATE OPTIONS]

- Making investments to ***maintain*** the existing system of roads, and the existing bus, rail, and ferry service in the region(A), or
- Making investments to **build new** roads and **add more** bus, rail and ferry services in the region (B)

[RE-READ OPTIONS SO THE RESPONDENT IS CLEAR ON EACH]

- 1 Option A
- 2 Option B
- 3 (Don't Read) None of them
- 4 (Don't Read) DK/NA

8. Now I want to ask you about a different set of strategies for developing transportation priorities in the Bay Area. Which of the following strategies do you think should be the higher investment priority for transportation development.

Here's the (first/next) one: _____. (READ ITEM AND ASK:) Is this a high priority, a medium priority or a low priority?

RANDOMIZE [A – C, D ALWAYS FOLLOWS C]

	High	Medium	Low	(DON'T READ) DK/NA
A. Improve freeway performance using new technology-----	1-----	2-----	3-----	4
B. Extend rail lines throughout the Bay Area and improve connections to neighboring regions -----	1-----	2-----	3-----	4
C. Increase the number of freeway carpool lanes for carpoolers and bus riders -----	1-----	2-----	3-----	4
D. Allow solo drivers the opportunity to use carpool lanes if they are willing to pay a fee -----	1-----	2-----	3-----	4

9. Which of the following strategies [REREAD HIGH PRIORITY RESPONSES FROM Q8 - IF ONLY ONE HIGH RESPONSE MARK IN Q9 AND SKIP TO Q10 – IF NO HIGH PRIORITY READ MEDIUM PRIORITY RESPONSES IF NO MEDIUM PRIORITY RESPONSES SKIP TO Q10] should be the highest priority?

- 1 Q8A –
- 2 Q8B –
- 3 Q8C –
- 4 Q8D –
- 5 (Don't Read) None of them
- 6 (Don't Read) DK/NA

10. Currently in the Bay Area, the region spends two-thirds of its transportation money on public transit and one-third on freeways and roads. In the future, should the region continue to spend its money on transportation projects in these proportions or would you prefer to see the money spent differently?

- 1 Keep the same proportions
- 2 More for public transit
- 3 More for freeways and roads
- 4 (Don't Read) None of the above
- 5 (Don't Read) DK/NA

SECTION 6 – Land-Use

Now, I want to ask you about choosing a place to live.

11. Many people say they face tradeoffs when choosing a place to live-meaning that they have to give up some things in order to have other things. How do you feel about the following tradeoffs? Other things being equal **(T)**
[ROTATE OPTIONS]

- Would you choose to live in a small home with small backyard, if it means you have a short commute to work (A), or
- Would you choose to live in a large home with a large backyard, even if it means you would have a long commute to work (B)?

- 1 Option A
- 2 Option B
- 3 (Don't Read) Both
- 4 (Don't Read) Neither
- 5 (Don't Read) DK/NA

12. Thinking again about tradeoffs, would you be willing to accept an increase in the number of homes and the amount of traffic in your community, if it protected open space and the quality of air in the Bay Area?

- 1 Yes, willing to accept more homes & traffic for open space & air quality
- 2 No, not willing to accept more homes & traffic for open space & air quality
- 4 (Don't Read) None of the above
- 5 (Don't Read)
- 6 (Don't Read) DK/NA

SECTION 7 – Regional Governance

Finally, I have a few questions about local and regional policies.

13. Tell me if you agree or disagree with the following statements.

Here's the (first/next) one: _____. (READ ITEM AND ASK:) Do you agree or disagree with this statement (AFTER RESPONDING AGREE OR DISAGREE), is that strongly (agree/disagree) or somewhat (agree/disagree)

RANDOMIZE

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>[Don't Read] DK/NA</u>
A. Transportation problems should be addressed regionally instead of by individual cities and counties (T)	1	2	3	4	5
B. The Bay Area's 26 different public transit agencies should be consolidated into a few major operators (T)	1	2	3	4	5
C. Local governments, not regional agencies should continue to control land use decisions (T)	1	2	3	4	5
D. Financial incentives should be used to encourage development along public transit lines (T)	1	2	3	4	5
E. Cities that allow more homes to be built near public transit should get more regional transportation collars.....	1	2	3	4	5

Now I have just a few final questions for comparison purposes

SECTION 9 – Demographics

A. Which of the following best describes your current home? **(T)**

- 1 Single family detached home
- 2 Apartment
- 2 Condominium / Town-home
- 2 Mobile home
- 3 (Don't Read) Refused

B. Do you regularly commute to work or school? **(T)**

- 1 Yes (GO TO QC)
- 2 No (SKIP TO QD)
- 3 (Don't Read) DK/NA (SKIP TO QD)

C. How do you normally get to work or school? (IF HESITATE, READ – MULTIPLE RESPONSES OK): **(T)**

- 1 Drive alone
- 2 Carpool/vanpool
- 3 Bus
- 4 BART
- 5 Cal Train
- 6 Ferry
- 7 Bike
- 8 Walk
- 9 Motorcycle
- 10 Other (specify____)
- 11 (Don't Read) DK/NA

D. How many children under the age of 18 live in your household? **(T)**

- 1 One
- 2 Two
- 3 Three or more
- 4 None
- 5 (Don't Read) Refused

E. What ethnic group do you consider yourself a part of or feel closest to? **(T)**

- 1 Latino(a) or Hispanic
- 2 Asian
- 3 African American or Black
- 4 Pacific Islander
- 5 White
- 6 Other (Specify____)
- 7 (Don't Read) Refused

F. In what year were you born? 19__

G. Do you currently rent or own your home? **(T)**

- 1 Rent
- 2 Own
- 6 (Don't Read) DK/NA

H. And now I am going to read some income categories. Please stop me when I reach the category that best describes your total household income before taxes.

- 1 Under \$25,000
- 2 \$25,000 to \$49,999
- 3 \$50,000 to \$74,999
- 4 \$75,000 to \$99,999
- 5 \$100,000 to \$149,999
- 6 \$150,000 or more
- 7 (Don't Read) DK/NA

**Those are all of the questions I have for you.
Thank you very much for participating!**

I. Gender (Recorded from voice, not asked):

- 1 Male
- 2 Female

J. First Name of Respondent _____

K. Phone _____

L. Date of Interview _____

M. Name of interviewer _____

N. Time of Interview _____